



TOWN OF KEARNY

HUDSON COUNTY, NEW JERSEY

402 Kearny Avenue

Kearny, New Jersey 07032

Tel. (201) 246-1418

Fax (201) 991-0608

Hon. Peter P. Santana,
Mayor

Stephen D. Marks
Town Administrator

REQUEST FOR PROPOSAL

The Town of Kearny is a mature and fully developed urbanized inner-ring suburb located in western Hudson County, nestled between the cities of Newark and Jersey City. The Town has a population of 42,000 people according to the 2020 U.S. decennial census. The Town is approximately 9 square miles in total, divided into three distinctly different areas. The “Uplands Area” is approximately 2.5 square miles and is a densely populated residential neighborhood. The “Meadowlands District” is approximately 5 square miles, comprised of vast swaths of wetlands, warehouses, heavy industry, railroad yards and transportation infrastructure, where all land use planning, zoning and redevelopment decisions are made by the New Jersey Sports and Exposition Authority (“NJSEA”). Finally, “South Kearny” is a 1.5 square mile industrial area predominantly comprised of warehouses, trucking terminals, industrial properties, and transportation infrastructure.

On August 16, 2021, Acting New Jersey Governor Sheila Oliver signed the Urban Enterprise Zone (UEZ) Reform Bill (A5580/S3600) into law which restored and revised the State’s Urban Enterprise Zone (UEZ) program and infused \$42.5 million into the Zone Assistance Fund. The legislation required each Urban Enterprise Zone community to develop a five (5) year Zone Development Plan. When creating a Zone Development Plan, each UEZ must consult with representatives of diverse statewide or regional business organizations that represent the interests of minority businesses. There are approximately 1,727 properties located in Kearny’s Urban Enterprise Zone. Kearny Avenue and Midland Avenue serve as the Town’s central business district.

The Town seeks to create a Five (5) Year Zone Assistance Plan which meets the statutory requirements of the Urban Enterprise Zone Reform Law. The Plan should be a “roadmap” for economic development and community revitalization for the Town. The Plan should analyze and evaluate Kearny’s image and economic place in the northern New Jersey metropolitan area. The plan should analyze and evaluate retail spending by Kearny residents and visitors and identify opportunities to recapture economic “leakage”. The plan should capitalize on Kearny’s relative strengths in the metropolitan marketplace and identify opportunities for growth. The plan should make specific and actionable recommendations with regard to capital planning, projects and programming (i.e. streetscape improvements, creative placemaking, wayfinding, public art installations, events, performances and digital marketing initiatives, etc.). The plan should make specific and actionable recommendations to improve the Town’s zoning ordinance, if necessary, including but not limited to creating sign regulations and/or guidelines. The plan should analyze and evaluate Kearny’s business climate and make specific and actionable recommendations to improve business operations, including, but not limited to creating a façade improvement program, etc.

NAMED FOR A GALLANT LEADER
AN EQUAL OPPORTUNITY EMPLOYER

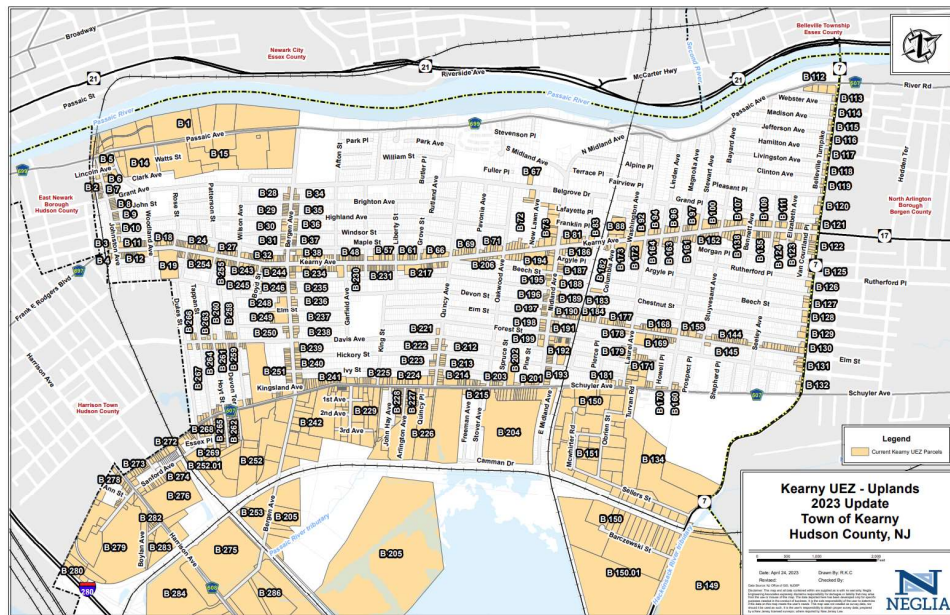
All proposals shall be evaluated using the following criteria:

- | | |
|---|-----------|
| 1. Demonstrated experience and qualifications of the firm/office: | 25 points |
| 2. Demonstrated experience and qualifications of project manager and staff: | 25 points |
| 3. Competitiveness of Cost Proposal, including hourly rates: | 40 points |
| 4. Positive Recommendations and references of previous clients: | 10 points |

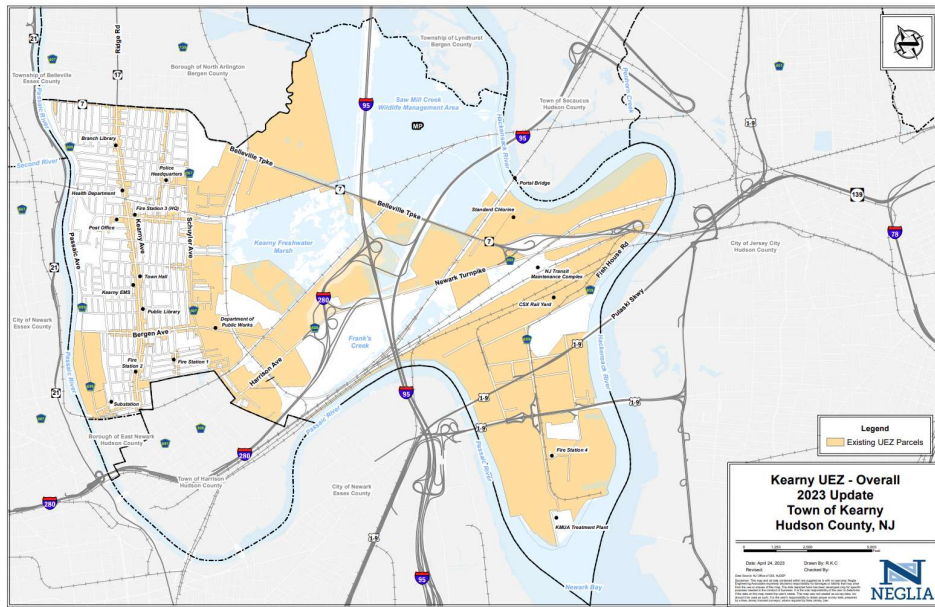
Proposals are due by 5:00 p.m. (EST) on Wednesday September 20, 2023. Requests for Information (RFI) are due by 5:00 p.m. (EST) on Friday September 1, 2023. Please submit questions and/or proposals to smarks@kearnynj.org.

Conditions, Terms and Limitations: Reservation of Rights

The Town shall be the sole judge of each Proposer's conformance with the requirements of this RFP. The Town reserves the right: to amend, modify or withdraw this RFP; to waive any immaterial inconsistencies in any submission to the requirements of this RFP; to request supplemental or additional details or clarifying statements or information from any Proposer to this RFP; to correct deficient responses that do not completely confirm with this RFP; to waive any conditions or modify any provisions of this RFP with respect to one or more Proposers; and to cancel this RFP and "opt out" of the RFP process, for any reason or no reason, all in the Town's sole discretion. The Town may exercise any such rights at their sole discretion at any time, without notice or liability to any Proposer or other parties for costs, expenses or other obligations incurred in the preparation or review of a response or otherwise.



1 - Map of UEZ properties in the Uplands neighborhood of Kearny.



2 – Townwide Map of Kearny's entire Urban Enterprise Zone district.



TOWN OF KEARNY

HUDSON COUNTY, NEW JERSEY

402 Kearny Avenue

Kearny, New Jersey 07032

Tel. (201) 246-1418

Fax (201) 991-0608

Hon. Peter P. Santana,
Mayor

Stephen D. Marks
Town Administrator

REQUEST FOR PROPOSAL - ADDENDUM

Please be advised that the Town of Kearny has postponed the due date for submission of technical and cost proposals to prepare the Kearny Urban Enterprise Zone (UEZ) Five (5) Year Zone Assistance Development Plan from 5 pm (EST) on September 20, 2023, to 5 pm (EST) on October 27, 2023. Requests for Information (RFI) and clarification are due by 5 pm (EST) on Friday October 13, 2023. Please submit all questions (RFI) and proposals to smarks@kearnynj.org.